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IN THE CLAIMS:

Please amend claims 7 and 8 as follows:

1. (Previously Presented) A method for arranging orders for printing articles in multiple columns, the method comprising the steps of:

obtaining a plurality of orders, each of the orders containing at least one article to be printed;

sorting the orders according to the number of articles to be printed in each order to produce a sorted arrangement of the orders; and

for each successive order in the sorted arrangement of orders, placing the order in a column which currently has a lowest number of total articles to be printed.

2. (Original) The method of claim 1 further comprising the step of:

placing the first K orders in the sorted arrangement of orders in columns 1 to K where K is the total number of columns.

3. (Previously Presented) The method of claim 1 further comprising the steps of:

determining the number of articles to be printed in a Ith group in an Mth column;

determining the number of articles to be printed in the Mth column;

determining the number of articles to be printed in a Jth group in a Nth column;

determining a number of articles to be printed in the Nth column; and

exchanging the Ith and Jth groups between the Mth and Nth columns if the following boolean expression is true:

$(L(M) > L(N) \text{ AND } L(I,M) > L(J,N) \text{ AND } L(M) - L(N) > L(I,M) - L(J,N)) \text{ OR}$

$(L(M) < L(N) \text{ AND } L(I,M) < L(J,N) \text{ AND } L(N) - L(M) > L(J,N) - L(I,M)),$

where  $L(M)$  is the number of articles to be printed in the Mth column,

$L(N)$  is the number of articles to be printed in the Nth column,

$L(I,M)$  is the number of articles to be printed in the Ith order of the Mth column, and

$L(J,N)$  is the number of articles to be printed in the Jth order of the Nth column.

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4. (Previously Presented) A method for rearranging a data structure representing a multi column arrangement of a plurality of groups of printed articles, the method comprising the steps of:

determining the number of printed articles in a Ith group in a Mth column;  
determining the number of printed articles in the Mth column;  
determining the number of printed articles in a Jth group in a Nth column;  
determining a number of printed articles in the Nth column; and  
exchanging the Ith and Jth groups between the Mth and Nth columns if the following boolean expression is true:

$(L(M) > L(N) \text{ AND } L(I,M) > L(J,N) \text{ AND } L(M) - L(N) > L(I,M) - L(J,N)) \text{ OR}$   
 $(L(M) < L(N) \text{ AND } L(I,M) < L(J,N) \text{ AND } L(N) - L(M) > L(J,N) - L(I,M)),$

where  $L(M)$  is the number of printed articles in the Mth column,  
 $L(N)$  is the number of printed articles in the Nth column,  
 $L(I,M)$  is the number of printed articles in the Ith order of the Mth column, and  
 $L(J,N)$  is the number of printed articles in the Jth order of the Nth column.

5. (Previously Presented) The method of claim 4 further comprising the step of:  
iteratively selecting different combinations of values of M and N.

6. (Original) The method of claim 4 further comprising the step of:  
iteratively selecting different combinations of values of I and J.

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7. (Currently Amended) A computer readable medium containing encoded with programming instructions for rearranging a data structure representing a multi column arrangement of a plurality of groups of printed articles, including programming instructions for:

- determining the number of printed articles in a Ith group in a Mth column;
- determining the number of printed articles in the Mth column;
- determining the number of printed articles in a Jth group in a Nth column;
- determining a number of printed articles in the Nth column; and
- exchanging the Ith and Jth groups between the Mth and Nth columns if the following boolean expression is true:

$(L(M) > L(N) \text{ AND } L(I,M) > L(J,N) \text{ AND } L(M) - L(N) > L(I,M) - L(J,N)) \text{ OR}$

$(L(M) < L(N) \text{ AND } L(I,M) < L(J,N) \text{ AND } L(N) - L(M) > L(J,N) - L(I,M)),$

where  $L(M)$  is the number of printed articles in the Mth column,

$L(N)$  is the number of printed articles in the Nth column,

$L(I,M)$  is the number of printed articles in the Ith order of the Mth column, and

$L(J,N)$  is the number of printed articles in the Jth order of the Nth column.

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8. (Currently Amended) A computer readable medium containing encoded with programming instructions for rearranging a data structure representing a multi column arrangement of a plurality of groups of printed matter, the computer readable medium programming instructions including programming instructions for:

determining the number of printed articles in a Ith group in a Mth column;  
determining the number of printed articles in the Mth column;  
determining the number of printed articles in a Jth group in a Nth column;  
determining a number of printed articles in the Nth column; and  
exchanging the Ith and Jth groups between the Mth and Nth columns if a boolean expression:

$(L(M) > L(N) \text{ AND } L(I,M) > L(J,N) \text{ AND } L(M) - L(N) > L(I,M) - L(J,N)) \text{ OR}$

$(L(M) < L(N) \text{ AND } L(I,M) < L(J,N) \text{ AND } L(N) - L(M) > L(J,N) - L(I,M))$

where  $L(M)$  is the number of printed articles in the Mth column,

$L(N)$  is the number of printed articles in the Nth column,

$L(I,M)$  is the number of printed articles in the Ith order of the Mth column, and

$L(J,N)$  is the number of printed articles in the Jth order of the Nth column

is true.

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9. (Previously Presented) A system for producing custom printed articles, the system comprising:

a high speed printer; and

a server electrically coupled to the high speed printer, the server including:

a processor programmed to:

determine a number of printed articles in a Ith group in a Mth column;

determine a number of printed articles in the Mth column;

determine a number of printed articles in a Jth group in a Nth column;

determine a number of printed articles in the Nth column; and

exchange the Ith and Jth groups between the Mth and Nth columns if the following boolean expression is true:

$(L(M) > L(N) \text{ AND } L(I,M) > L(J,N) \text{ AND } L(M) - L(N) > L(I,M) - L(J,N)) \text{ OR}$

$(L(M) < L(N) \text{ AND } L(I,M) < L(J,N) \text{ AND } L(N) - L(M) > L(J,N) - L(I,M)),$

where  $L(M)$  is the number of printed articles in the Mth column,

$L(N)$  is the number of printed articles in the Nth column,

$L(I,M)$  is the number of printed articles in the Ith order of the Mth column,

and

$L(J,N)$  is the number of printed articles in the Jth order of the Nth column.

10. (Previously Presented) The method of claim 4 further comprising the steps of:

obtaining the plurality of groups of printed articles, each of the groups containing at least one printed article;

sorting the groups according to the number of printed articles in each group to produce a sorted arrangement of the groups; and

for each successive group in the sorted arrangement of groups, placing the group in a column which currently has a lowest number of total printed articles.

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11. (Previously Presented) The method of claim 10 further comprising the step of:  
placing the first K groups in the sorted arrangement of groups in columns 1 to K where K is the total number of columns.
12. (Previously Presented) The computer readable medium of claim 7 further including programming instructions for:  
obtaining the plurality of groups of printed articles, each of the groups containing at least one printed article;  
sorting the groups according to the number of printed articles in each group to produce a sorted arrangement of the groups; and  
for each successive group in the sorted arrangement of groups, placing the group in a column which currently has a lowest number of total printed articles.
13. (Previously Presented) The computer readable medium of claim 12 further including programming instructions for:  
placing the first K groups in the sorted arrangement of groups in columns 1 to K where K is the total number of columns.
14. (Previously Presented) The system of claim 9 wherein the processor is further programmed to:  
obtain the plurality of groups of printed articles, each of the groups containing at least one printed article;  
sort the groups according to the number of printed articles in each group to produce a sorted arrangement of the groups; and  
for each successive group in the sorted arrangement of groups, place the group in a column which currently has a lowest number of total printed articles.

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15. (Previously Presented) The system of claim 14 wherein the processor is further programmed to:

place the first K groups in the sorted arrangement of groups in columns 1 to K where K is the total number of columns.